044-454-4440-00E47

CONTRACT APPROVAL REQUEST

Promotion:	**WISCONSIN STATE FAIR** **Marlboro Sponsorship**
Vendor:	Wisconsin State Fair Park
Financial Impact:	1995 - $13,325; $6,662.50 to be paid upon full execution of agreement; the balance of $6,662.50 to be paid July 26th 1995 - $12,500
Project Manager:	Jose Fontanez

Contract/Program Description:

The attached contract by Philip Morris USA covers the arrangement with the Wisconsin State Fair Park. The state fair dates are August 1-11, 1996. This state fair involves entertainment, exhibit booths, tobacco sales and signage opportunities. Over 650,000 people are expected to attend.

As exclusive tobacco sponsor, Philip Morris is entitled to the following:

- The exclusive right to conduct tobacco sales and distribute branded incentive items to smokers twenty-one years of age and older from a 20' x 20' promotional area;
- The exclusive right to hang banners and signage on and around Grandstand Avenue promotional areas and at other Grandstand fence locations mutually agreed upon; and,
- The right to recognition in advertising placed in connection with the Fair and the right to approve in advance all materials and announcements prepared by Promoter.

Financial Elements:

This agreement covers Marlboro's arrangement with Wisconsin State Fair. Total sponsorship fee will be payable as stipulated above.

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Source: https://www.industrydocuments.ucsf.edu/docs/rfpn0004

Vendor Selection:

The Wisconsin State Fair is the most popular attended event in West Allis, Wisconsin. The Wisconsin State Fair allows tobacco sales and signage opportunities. Section 45 strongly recommends our participation at this event and the Marlboro brand group sanctioned our on-site participation and concert date, which will help further brand objectives throughout Wisconsin.

Budget Implications:

This sponsorship fee has been budgeted in our 1996 program

Approvals:

J. Fontanez _____ _____

S. Sampson _____ _____

I. Broeman For your signature

Finance
B. Colby _____ _____

Risk Management
L. Robertson _____ _____

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